

WHAT IS CLAIMED IS:

1. A dispensing closure system for dispensing a ribbon of product from a container, the closure system comprising:

5 a body having a deck and a skirt extending from the deck for engaging the container, said deck extending substantially in a plane;

a spout extending from the deck and including a dispensing orifice peripheral surface defining an oblong dispensing orifice, the spout including a long back spout wall and a long front spout wall with said long back spout wall and said long front spout wall extending substantially parallel to one another and substantially perpendicular to the plane of the deck, each said long back spout wall and said long front spout wall having an exterior surface defining part of said dispensing orifice peripheral surface; and

10 a closure lid secured to the closure body for selective pivoting about an axis substantially parallel to said deck plane and substantially parallel to said long back spout wall and said long front spout wall, said closure lid having an orifice sealing member engageable about said exterior surface of said long back spout wall and said long front spout wall, said orifice sealing member comprising an oblong wall which is substantially orthogonal to the plane of the deck when engaged with the front and back spout walls when the lid is closed.

2. A dispensing closure system for dispensing a ribbon of product from a container having a container opening lying substantially in a plane, the closure system comprising:

25 a body having a deck and a skirt extending from the deck for engaging the container; and

a spout extending from the deck and including an oblong dispensing orifice having a long front and a long back substantially parallel to said

orifice long front, said orifice being located above said container opening plane when said closure system is installed on said container;

5        said body including (1) a front interior surface between said deck and said orifice long front, and (2) a back interior surface between said deck and said orifice long back, said front and back interior surfaces being continuously curved according to a geometric function wherein the (1) lower end of each front interior surface and each back interior surface is substantially parallel to said container opening plane, and (2) the upper end of each front interior surface and each back interior surface adjacent said orifice is directed toward  
10       said orifice.

3.       The dispensing closure system of claim 2, wherein said geometric function is a parabola.

15       4.       The dispensing closure system of claim 2, wherein said geometric function is hyperbolic.

5.       The dispensing closure system of claim 2, wherein the upper ends of the front and back interior surfaces adjacent said orifice are tangential  
20       to imaginary planes passing through said orifice.